



WVNY
201 Humboldt St
Rochester, NY 14610-1093

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1448342

Schedule Dates 10/15/16-10/21/16
Advertiser Jones/NY State Assembly/Democrat/VT (83943)
Agency Mark Guma Communications (11059)
Product Political - Candidate Other (1066)
Brand JONES/NYS/SA115/D (568029)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name GUMA, MARK
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JONES/NYS/SA115/D
10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYM
T TO FOLLOW.

Date Entered 10/14/16
Last Modified 10/14/16
Entered By Elizabeth F. Guy
CO-OP No
Headline # ECR25330370
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$825.00
Net Total \$4,675.00
Sales Tax

Burlington (WVNY)
By Broadcast Month
Oct. 2016
Grand Total:
Spots 55
Rate \$5,500.00
\$5,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6A- Local 22 News at 6A	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
2.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	7A- Good Morning America	2	2	2	2	2	2			10	\$50.00	\$500.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A GMA	10/14/16
3.0	Normal Line / SPOT	10/15/16-10/15/16	4	:30	8A- Good Morning America Weekend	1						X		1	\$45.00	\$45.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A SAT GMA	10/14/16
4.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	9A- Dr. Oz	3	X	X	X	X	X			3	\$40.00	\$120.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A DR OZ	10/14/16
5.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11A- The View	3	X	X	X	X	X			3	\$60.00	\$180.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A VIEW	10/14/16
6.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	1P- The Chew	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A CHEW	10/14/16
7.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	2P- General Hospital	3	X	X	X	X	X			3	\$75.00	\$225.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A GH	10/14/16
8.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	3P- Peoples Court	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A PEOPLES COURT	10/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WVNY
201 Humboldt St
Rochester, NY 14610-1093

Mark Guna Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1448342

Schedule Dates	10/15/16-10/21/16	Date Entered	10/14/16
Advertiser	Jones/NY State Assembly/Democrat/NT (83943)	Last Modified	10/14/16
Agency	Mark Guna Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYS/115/D (568029)	Headline #	ECR25330370
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA, MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$825.00
Account Types	National/Political	Net Total	\$4,675.00
Billing Type	Standard	Sales Tax	
Comments	JONES/NYS/115/D 10/15/16-10/21/16 D BILLY JONES FOR NSA 115 - NAB SENT VIA EMAIL. PYM T TO FOLLOW.		

Burlington (WVNY)		
By Broadcast Month	Spots	Rate
Oct. 2016	55	\$5,500.00
Grand Total:	55	\$5,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	4P- 5P (EST)	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A JUDY	10/14/16
10.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	5P- 6P (EST)	3	X	X	X	X	X			3	\$60.00	\$180.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A JUDY	10/14/16
11.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	5:59P- Local 22 News at 6P	3	X	X	X	X	X			3	\$70.00	\$210.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
12.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6:59P- Local 22 News at 7P	4	X	X	X	X	X			4	\$70.00	\$280.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
13.0	Normal Line / SPOT	10/15/16-10/15/16	5	:30	6P- ABC World News	1						X		1	\$70.00		Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
13.0.1	Preempt	10/15/16															Burlington (WVNY)	Pre-Empty/Exception -	
14.0	Normal Line / SPOT	10/16/16-10/16/16	5	:30	6P- ABC World News	1						X		1	\$70.00		Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
14.0.1	Preempt	10/16/16															Burlington (WVNY)	Pre-Empty/Exception -	
15.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11P- Local 22 News at 11P	4	X	X	X	X	X			4	\$60.00	\$240.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
16.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	11P- Local 22 News at 11P	1						X		1	\$50.00	\$50.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WVNY
201 Hunboldt St
Rochester, NY 14610-1093

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1448342

Schedule Dates	10/15/16-10/21/16	Date Entered	10/14/16
Advertiser	Jones/NY State Assembly/Democrat/VT (83943)	Last Modified	10/14/16
Agency	Mark Guma Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSA115/D (568029)	Headline #	ECR25330370
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA, MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$825.00
Account Types	National/Political	Net Total	\$4,675.00
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSA115/D 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYM T TO FOLLOW.		

Burlington (WVNY)		
By Broadcast Month	Spots	Rate
Oct. 2016	55	\$5,500.00
Grand Total:	55	\$5,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.0	Normal Line / SPOT	10/17/16-10/17/16	4	:30	7:58P- Dancing With The Stars	1	X							1	\$850.00	\$850.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A DWTS	10/14/16
18.0	Normal Line / Prime	10/20/16-10/20/16	4	:30	9P- Notorious 9P	1				X				1	\$800.00	\$800.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NOTORIOUS	10/14/16
19.0	Normal Line / Prime	10/16/16-10/16/16	4	:30	6:59P- America's Funniest Home Videos	1						X		1	\$600.00	\$600.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A AFHV	10/14/16
20.0	Normal Line / Prime	10/15/16-10/15/16	5	:30	8P- Saturday Night Football	2						X		2	\$250.00	\$500.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A COLL FB	10/14/16
21.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11:35P- Jimmy Kimmel Live!	3	X	X	X	X	X			3	\$40.00	\$120.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A KIMMEL	10/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25330370

CPE:

Agency: MARK GUMA
COMMUNICAT

MARK GUMA
COMMUNICATIONS
INC 211 WEST 107TH
ST #2E NEW YORK NY
10025

Changes as of: 10/14/2016 at 11:12 AM

Flight: 10/15/16 - 10/21/16

Advertiser: Jones NY SA 115

Product: JONES/NYSA115/D

Version: Current State Version 1

Station: WJNY

Market: Burlington-Plattsburgh

Office: WASHINGTON

Total \$: \$5,640.00

Total Spots: 57

Total CPP: \$74.41

Agency Order #:

Buyer: MARK GUMA

Salesperson: RACHELLE RAY -
Washington DC
202-872-5880

Primary Demo: Adults 35+

Con Type: POLITICAL/NOTE

Assistant: LAILA DAFARI
202-872-5880

Total GRP: 75.8

Traffic #: 1448342

Separation:

Comments: 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/15 - 10/17		Total Spots	Total \$	CPP	GRP
							10/15	10/17				
1	M-F 6a-7a		NEWS	\$50.00	1.1	30	0	3	3	\$150.00	\$45.45	3.3
2	M-F 7a-9a		GMA	\$50.00	2.1	30	0	10	10	\$500.00	\$23.81	21.0
3	Sa 8a-9a		SAT GMA	\$45.00	0.8	30	1	0	1	\$45.00	\$56.25	0.8
4	M-F 9a-10a		DR OZ	\$40.00	0.4	30	0	3	3	\$120.00	\$100.00	1.2
5	M-F 11a-12n		VIEW	\$60.00	1.0	30	0	3	3	\$180.00	\$60.00	3.0
6	M-F 1p-2p		CHEW	\$50.00	0.5	30	0	3	3	\$150.00	\$100.00	1.5
7	M-F 2p-3p		GH	\$75.00	0.5	30	0	3	3	\$225.00	\$150.00	1.5
8	M-F 3p-4p		PEOPLES COURT	\$50.00	0.5	30	0	3	3	\$150.00	\$100.00	1.5
9	M-F 4p-5p		JUDY	\$50.00	1.0	30	0	3	3	\$150.00	\$50.00	3.0
10	M-F 5p-6p		JUDY	\$60.00	1.7	30	0	3	3	\$180.00	\$35.29	5.1
11	M-F 6p-6:30p		NEWS	\$70.00	1.2	30	0	3	3	\$210.00	\$58.33	3.6
12	M-F 7p-7:30p		NEWS	\$70.00	1.0	30	0	4	4	\$280.00	\$70.00	4.0
13	Sa 6p-6:30p		NEWS	\$70.00	1.7	30	1	0	1	\$70.00	\$41.18	1.7
14	Su 6p-6:30p		NEWS	\$70.00	1.4	30	1	0	1	\$70.00	\$50.00	1.4
15	M-F 11p-11:35p		NEWS	\$60.00	0.7	30	0	4	4	\$240.00	\$85.71	2.8
16	Su 11p-11:35p		NEWS	\$50.00	0.9	30	1	0	1	\$50.00	\$55.56	0.9
17	M 8p-10p		DWTS	\$850.00	4.0	30	0	1	1	\$850.00	\$212.50	4.0
18	Th 9p-10p		NOTORIOUS	\$800.00	6.3	30	0	1	1	\$800.00	\$126.98	6.3
19	Su 7p-8p		AEHV	\$600.00	2.4	30	1	0	1	\$600.00	\$250.00	2.4



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25330370 Changes as of: 10/14/2016 at 11:12 AM Version: Current State Version 1

CPE: Agency: MARK GUMA COMMUNICAT Total \$: \$5,640.00

Flight: 10/15/16 - 10/21/16 Advertiser: Jones NY SA 115 Market: Burlington-Plattsburgh Total Spots: 57

Product: JONES/NYSA115/D Office: WASHINGTON Total CPP: \$74.41

MARK GUMA COMMUNICATIONS
INC 211 WEST 107TH
ST #2E NEW YORK NY
10025

Agency Order #:

Primary Demo: Adults 35+

Buyer: MARK GUMA

Con Type: POLITICAL/VOTE

Salesperson: RACHELLE RAY -

Assistant: LAURA DAFARI

Washington DC
202-872-5880

202-872-5880

Total GRP: 75.8
Traffic #: 1448342
Separation:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/15 - 10/17			Total Spots	Total \$	CPP	GRP
							10/15	10/16	10/17				
20	Sa 8p-11p		COLL FB	\$250.00	3.1	30	2	0		2	\$500.00	\$80.65	6.2
21	M-F 11:35p-12:35a		KIMMEL	\$40.00	0.2	30	0	3		3	\$120.00	\$200.00	0.6
TOTALS:							7	50		57	\$5,640.00	\$74.41	75.8



KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25330370	Changes as of: 10/14/2016 at 11:12 AM	Version: Current State Version 1	Total \$: \$5,640.00
CPE:	Flight: 10/15/16 - 10/21/16	Station: WVN	Total Spots: 57
Agency: MARK GUMA COMMUNICAT	Advertiser: Jones NY SA 115	Market: Burlington-Plattsburgh	Total CPE: \$74.41
MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025	Product: JONES/NYSA115/D	Office: WASHINGTON	

Agency Order #:	Buyer: MARK GUMA	Primary Demo: Adults 35+	Total GRP: 75.8
Salesperson: RACHELLE RAY - Washington DC 202-872-5880	Con Type: POLITICAL/VOTE	Assistant: LAILA DAFTARI 202-872-5880	Traffic #: 1448342
			Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/14/16 11:12 AM	Elizabeth Guy	Line 13 ABC World News Program is no longer airing until December due to College Football or move \$30 to line 14 and place the extra \$40 into W/o 10/17 Jimmy Kimmel
10/14/16 10:34 AM	RACHELLE RAY - Washington DC	Line 14 ABC World News is below sect 5. In order to stay in Program Sect 50 is \$100 Please advise Thanks!
10/15/16-10/21/16	D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.	

Competitive Information	
Market Budget:	\$43,385
WVNY Share:	13%
Comment:	
WCAX:	21%
WFFF:	9%
WPTZ:	57%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	57	\$5,640.00	\$74.41	75.8
Total	100%	57	\$5,640.00	\$74.41	75.8

Monthly Summary		
Month	Spots	Dollars
2016-Oct	57	\$5,640.00
Total	57	\$5,640.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Makegood 1	10/14/16 11:12 AM	Elizabeth Guy	Sent To Rep			\$0
Queued for Electronic Contracting	10/14/16 10:37 AM					\$0
New	10/14/16 10:34 AM	RACHELLE RAY - Washington DC	Confirmed	57		\$5,640.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY. AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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NAB Form PB-16 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WVNY BURLINGTON / VERMONT</u>	Date: <u>10-14-16</u>
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I, MARK GUMA

being/on behalf of: BILLY JONES, a legally

qualified candidate of the DEMOCRATIC political

party for the office of: STATE ASSEMBLY

in the GENERAL

election to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

FRIENDS OF BILLY JONES

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KAREN EDWARDS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9/30/16
Date

Mark [Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

Harvey Adelberg
Printed Name

DOS
Title